



MEDIA BROCHURE

The Dynamic Global Filipino Market

The Global Filipino market is a complex market that defies easy characterization. In recent years it may have been enough make the distinction between an immigrant and a contract worker, typically a first generation Filipino-American and a Middle East bound construction worker, as they represented significant chunks of the market. Today as more and more Filipinos live and work abroad, the market is so diverse that an entertainer turned housewife in the near East is as much a Global Filipino as a nurse practicing at the peak of the profession in the West.

Circumstances aside, one thing are clear about the Global Filipino market: The market will continue to grow in size and influence over the foreseeable future.

Key Statistics	2009 (Millions)	% to Total
Philippine Population ¹	92.2	
Global Filipino ²	8.6	9%
Philippine GDP (US\$) ¹	161,220.2	
Overseas Remittances (US\$) ³	17,348.0	11%

¹ National Statistics Office (NSO)

² Commission on Filipinos Overseas (CFO)

³ Bangko Sentral Ng Pilipinas (BSP)

With Global Filipinos already numbering 8.6 million, the 9.0 million mark will be breached in 2011 if the past decade's compounded annual growth rate of 1.9% continues. The 10.0 million milestone will follow soon after in 2016! What's more, the Central Bank of the Philippines expects remittances to remain healthy over the short to medium term given the expanding labor markets for Filipinos. Should remittance trends continue, even at 2009 recession levels when the growth rate hit only 5.6%, we can expect remittances to reach \$20.0 billion in as little as two years.

Growing Influence

On these measures alone, the fortunes of the Global Filipino clearly has a tremendous impact on the larger Philippine market. And with technology making interaction between them and their loved ones in the Philippines easier, their influence may very well be felt in daily life.

Despite being miles away from home, the Global Filipino market simply cannot be ignored.

TFC: In The Service Of The Filipino Worldwide



● Regions with ABS-CBN Global Offices

Source: CFO Data

In the service of the Filipino. These are the words ABS-CBN has lived by since 1968. And after more than 40 years, they remain the reason for reaching beyond our shores to serve the Global Filipino community.

Today, ABS-CBN Global operates in the US, Canada, Europe, the Middle East, Asia-Pacific, Japan and Australia with the sole purpose of meeting the changing needs of our countrymen. As a result our flagship, TFC, The Filipino Channel is enjoyed through an array of platforms adapted to each individual market.

The Overwhelming Choice

The result is a commanding lead in distribution and patronage. All told we reach 50% more Global Filipinos than our nearest competitor, and dominate actual viewing with at least 80% Channel Share in major markets.

TFC Channel Share		
Time	US	UAE
0600 - 1000	80%	95%
1000 - 1700	89%	90%
1700 - 2300	72%	90%

Source: 2009 ABS-CBN Global Market Study

Capture The Global Filipino Market Through TFC!

ABS-CBN Global takes the guesswork out of going Global. Work with us and have our Global experience and extensive portfolio of effective media options at your disposal.

Go Global, consult your Account Executive now!

Product	Platform	Description	Marketing Opportunities / Services
TFC	Cable, Satellite	Premium subscription channel showcasing top-rated programs from ABS-CBN, the #1 network in the Philippines; Features in-region content in the US, Europe, and the Middle East	<ul style="list-style-type: none"> Commercial Spots Program / Segment / Interstitial Sponsorships Blocktime Custom Vignettes Basic Commercial Production Pinoy Hotspots Lower Screen Graphics
TFCNow	On-line	TFC On-line! A subscription service that allows viewers to stream primary TFC content on-demand	<ul style="list-style-type: none"> Display Advertising Video Advertising Channel Sponsorship Branded Content
TFCko	IPTV	TFCko is an Internet Protocol TV (IPTV) service available on a large scale in Canada and Japan. The service hooks up a broadband connection and a set-top box to a TV, to allow the subscriber to access thousands of hours of programming—on demand! A full menu of controls makes it perfect for the time-challenged Global Filipino.	<ul style="list-style-type: none"> Pre-Roll Advertising Channel Sponsorship Branded Content
TFC Live	On-Ground Events	TFC Live mounts events, shows, and movie screenings that foster the Global Filipino community through celebrations of Filipino talent.	<ul style="list-style-type: none"> Event Sponsorship On-Air Merchandising On-Ground Merchandising Various On-Ground Marketing Opportunities
Complementary Platforms			
ANC	Part of TFC Satellite Bundle	The international edition of the ABS-CBN News Channel featuring round-the-clock national and regional news	<ul style="list-style-type: none"> Commercial Spots Program Sponsorships Blocktime Custom Vignettes Basic Commercial Production
Kapamilya Channel		A specially programmed collection of top-rated drama anthologies, and classic series	
Cinema One		The pioneer 24-hour Filipino movie channel showcasing the widest selection of movie titles from the Philippines' biggest movie studios	
DZMM Teleradyo		The Philippines' leading AM radio station on TV! Delivering the freshest news and commentaries by the country's most respected media personalities	<ul style="list-style-type: none"> Commercial Spots Program Sponsorships Basic Commercial Production
DWRR-FM		The Philippines' favorite FM radio station plays OPM classics and requested songs	
Star Studio Magazine	Magazine	International editions of the #1 Showbiz magazine in the Philippines are available in Japan and the Middle East	<ul style="list-style-type: none"> Ad Space: Full Page - 1/4 Page; Premium Positions Inserts

Basic Information

TFC Reach & Rates

Region	Audience (000)	US\$ Rate / 30s					
		0600-1000	1000-1700	1700-2300	2300-0100	0100-0600	IPTV
US	1,295.0	200.00	290.00	350.00	200.00	100.00	na
Canada	150.0	100.00	100.00	100.00	100.00	100.00	70.00 / CPM
Europe	75.0	159.00	159.00	159.00	159.00	159.00	na
Middle East	500.0	160.00	200.00	259.00	160.00	100.00	na
Asia-Pacific	180.0	100.00	100.00	100.00	100.00	100.00	na
Japan	36.0	100.00	100.00	100.00	100.00	100.00	70.00 / CPM
Australia	55.0	100.00	100.00	100.00	100.00	100.00	na

Material & Deadlines

Materials must be in betacam NTSC format or digital file (mov or avi) with video resolution of at least 486 x 720 standard definition. Material deadline is three (3) working days before airing. Booking deadline is two (2) working days before airing.

Cancellation instructions will be honored after a 15-day grace period.

Program Schedules

Up to date program schedules are available on-line at www.abs-cbnglobal.com

Star Studio Magazine Circulation Rates

Star Studio Magazine	Circ. (000)	Frequency	Deadlines (Preceding Mo.)		US\$ Rates				
			Booking	Material	Full Page	IFC	IBC	OBC	CS
Middle East	35.0	Monthly	Every 10th	Every 20th	1,766.00	2,446.00	2,174.00	na	3,261.00
Japan	5.0	Monthly	Every 10th	Every 20th	1,200.00	1,800.00	2,400.00	3,000.00	3,600.00

TFC Live Calendar of Events

Please contact your Account Executive for details on the latest TFC Calendar of Events.

TFCNow

For the online audience, TFCNow provides access to top Filipino shows anytime, anywhere. We extend the Kapamilya brand to the Internet with interactive content to allow the viewer a more in depth, personal experience with their favorite shows and characters. You are sure to reach your preferred Global Filipino audience through transparent geo-targeting measures and filtering. We'll work with your brand to develop customized messages and opportunities to connect with the Global Filipino audience.

TFCNow has a range of Solutions to work with:

- Standard Display Advertising
- Video Advertising
- Channel Sponsorship
- Branded Content
- Customized Solutions and Microsites